

## FMC launches Project Journey

— An Immersive Content Experience for HCPs —

**Parsippany, NJ** – March 29, 2016 – **Frontline Medical Communications**, a leader in digital, print, and live events for health care practitioners (HCPs), is proud to introduce **Project Journey™**, an immersive educational experience for HCPs.

The Journey is a multimedia, multi-chapter storytelling vehicle designed not only to inform its audience, but to immerse them. Content is highly relevant, deeply engaging, and valued by the target audience. Each “Journey” is designed so that HCPs want to return to the artful mix of articles, videos, interviews, clinical commentary, and interactive graphics. These elements seamlessly present the latest research and clinical news physicians can rely on to stay abreast of the latest information.

In announcing the launch, Alan Imhoff, CEO, stated, “This type of journalistic excellence shows FMC’s commitment to quality and our ability to provide readers with a commanding understanding of a disease state.” He continued, “This superior multi-sensory communication format brings the best of print and digital content together, appealing to readers’ intellect, emotions, and behaviors.”

Written by a team of experienced reporters, committed to scientific accuracy and grounded in journalistic integrity, all content is reviewed by leaders in the field. The Journey format highlights patients’ and physicians’ quests for truth, meaning, and optimal outcomes— from pathogenesis to diagnosis, treatment, and care.

The “Journey of a Thousand Steps” is a multimedia exploration of Alzheimer’s disease (AD) and its impact on clinicians, patients, and caregivers. This six-chapter series presents the experiences of physicians, researchers, health care advocates, politicians, and caregivers who have to deal with the ongoing aspects of this debilitating and difficult condition. This Journey documents how much is unknown about the causes of AD and the disease itself, including the subjective nature of diagnosis and the disappointing trials that have diminished hopes for a cure. It covers the personal struggles of patients coping with the disease and the courage of the family members who care for them, highlighting the political and governmental responses in trying to deal with the societal impact.

FMC’s expert content and technical staff will be developing Journey programs focused on chronic, complicated diseases. Each program presents sponsors with unique opportunities – as an advertising platform that could include a video greeting from a KOL, or development of a specific disease state, working with our medical/legal/regulatory team, to include your MLR-approved educational content. Explore how this contextual vehicle can support your brand and preview the Journey of a Thousand Steps by contacting your FMC sales representative or Lee Schweizer, VP, eBusiness Development, [lschweizer@frontlinemedcom.com](mailto:lschweizer@frontlinemedcom.com) or 973-669-6304 (mobile) for advertising opportunities. For branded and custom development, contact Joann Wahl, President, Custom Solutions, 973-206-8989, [jwahl@frontlinemedcom.com](mailto:jwahl@frontlinemedcom.com).

### About Frontline Medical Communications

**Frontline Medical Communications Inc.** is one of the healthcare industry’s largest medical communications companies and a leader in digital, print, and live events. The Company leads in HCP-level targeting and multimedia engagement, meeting the marketing challenges of our pharmaceutical and device customers. We reach 1.2 million+ physicians and other HCPs with more than 30 brands serving 22 distinct market segments. Reach in print surpasses 790,000 and extends digitally with 125 eNewsletters, 40 active Web sites, mobile apps and digital editions. FMC delivers medical news daily generated from on-site reporting at major medical meetings and in collaboration with notable societies and medical associations. FMC produces 18 live events and digital click-for-credit CME through affiliation with Global Academy for Medical Education, LLC ([globalacademycme.com](http://globalacademycme.com)). Visit us at [www.frontlinemedcom.com](http://www.frontlinemedcom.com). [Follow us](#) on Twitter | [Like us](#) on Facebook.

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